

AUTOMOTIVE

Rolls-Royce welcomes clients to redesigned Sunningdale showroom

January 18, 2024



Situated an hour west of London, the showroom has undergone a transformation. Image credit: Rolls-Royce

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is reopening a retail location, focusing on custom commissions.

Situated an hour West of London, the showroom has undergone a year-and-a-half-long renovation aimed at providing an immersive luxury experience. Opened Jan. 18, the space has been expanded, now encompassing two floors.

"After extensive redesign and redevelopment, I am delighted to announce that Rolls-Royce Sunningdale has now re-opened its doors," said Boris Weletzky, regional director of the U.K., Europe and Central Asia at [Rolls-Royce](#), in a statement

"During the last 18 months, the highly dedicated, professional, and experienced team temporarily relocated to their aftersales facility, where they continued to offer our esteemed clients their expertise and a hyper-personalized client experience characterized by luxurious encounters," Mr. Weletzky said. "The reopening of the Sunningdale dealership, the showroom nearest to the Home of the Rolls-Royce in West Sussex, is a great moment for us.

"This new space, with its wealth of innovative digital technologies and elegant, luxurious design, is the perfect embodiment of the brand."

Customization in the countryside

The showroom features all-new aesthetic and architectural touches.

Among the additions is a back terrace with views of the Berkshire countryside, a collection of items from the automaker's custom design department it calls the "Cabinet of Curiosities" and an Atelier room, which houses the building's commission offering.



The showroom was previously recognized as the "Global Bespoke Dealer of the Year" in 2020. Image credit: Rolls-Royce

Inside, samples of wood veneers, leathers, embroidery and two-tone paint color slabs are on display. The workshop factors into Rolls-Royce's push toward customization, as it expands its network of Private Offices this year ([see story](#)).

The space, reinvented by global design agency Pentagram, also features a variety of nods to the automaker's history, with the front door resembling the "Pantheon" grille and its "Spirit of Ecstasy" emblem situated above the doorframe.

"It really captures the essence of the marque and brings our visual identity to life, reaffirming our position as a leading House of Luxury, distinct from an automotive manufacturer," said Mr. Weletzky, in a statement.

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